ABSTRACT OF THE DISCLOSURE

A tractor feeds a perforated continuous paper sheet to a printing position. The feeding force of a fusing device located downstream of the printing position is set larger than the feeding force of the tractor in order to apply tension to the continuous paper sheet at the printing position. A braking device located upstream of the tractor applies a braking force balancing with the feeding force of the fusing device to the continuous paper sheet. The braking force of the braking device is varied depending upon the properties of the paper sheet or the environmental conditions. This arrangement makes it possible to stabilize the feeding state even under situations where the sheet feeding force is likely to become unstable, thereby realizing printing without any deviation from the predetermined position. Further, this arrangement can also prevent hole breakage to occur.